



Mayor Mark Mallory

City of Cincinnati

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Mayor Mallory Releases GO Cincinnati Study Economic Development Blueprint Recommendations Under Consideration

Cincinnati -- Today, City of Cincinnati Mayor Mark Mallory released the GO Cincinnati "Growth and Opportunities" Project report outlining recommendations for a strategic approach for economic development. After more than a year of research and discussion, the GO Cincinnati Steering Committee and Project Teams – more than 200 community and business leaders – presented 14 recommendations to help the city reposition its assets to attract businesses, employees and residents. The comprehensive approach to developing the recommendations considered not just job expansion, but workforce development, transportation, neighborhood revitalization, and job attraction and retention. The Mayor will evaluate the recommendations and announce those which he would like to move forward during his State of the City address on February 4.

"I want to thank the Steering Committee, Co-Chaired by Councilman Chris Bortz and Ellen Van der Horst, President of the Cincinnati USA Regional Chamber for their thoughtful leadership," said Mayor Mallory.

The Go Cincinnati strategy is centered in "place based" development, or focused investment in geographic areas of the city that can increase the jobs, residents, and revenue for the benefit of the entire city.

"Cincinnati, with its distinct neighborhoods and business corridors, is perfectly positioned to advance development utilizing place-based strategies," said Councilman Chris Bortz. "People want to live and work in interesting places with palpable character. Those places must be effectively tied in to the transportation infrastructure, close to affordable housing choices, near expanding or emerging growth industries, and that have the potential to be "walkable." Cincinnati has places that meet those criteria around every corner."

The report identifies six areas in the city as "growth opportunity areas" which can serve as business and residential centers. Three existing centers including Uptown, Downtown, and Over-the-Rhine, as well as three potential centers namely Madison Road Corridor, Seymour/Reading Road Corridor, and Queensgate/South Mill Creek Corridor. The potential centers are expected to generate an additional net increase of \$146 million in revenue, support nearly 5,000 new jobs, and help capture a greater share of the 45,000 new regional jobs.

Additionally, the Go Cincinnati project identified nine businesses and industry sectors (Life Sciences, Chemical Manufacturing, Professional/ Technical Services, Aerospace, Management of Companies, Advanced Manufacturing, Insurance & Banking, Hospitals, and Educational Services) for targeted business attraction and retention efforts.

"GO Cincinnati builds on the momentum already evident in our city," said Van der Horst. "The process was comprehensive and collaborative, leveraging the expertise of a consortium of national consultants while also reflecting input from business, community and neighborhood leaders. The recommendations truly reflect the 'best of the best'."

The Mayor emphasized that, while the city can create jobs, the project team also focused on strategies to prepare citizens to work in those fields through workforce development efforts, and transportation recommendations to ensure access to those jobs. The recommendations build on a strong business foundation including 10 Fortune 500 companies headquartered in the region, top notch educational institutions, and current examples of place based development in Downtown, Uptown, and Over-the-Rhine.

"As I consider which recommendations to move forward, one thing is certain: creating jobs, developing the skills of our workforce, bringing more people to live and invest in neighborhoods, and adding revenue to the city's tax base benefits all 52 neighborhoods," Mayor Mallory said.

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RECOMMENDATIONS

In the area of workforce development, the Go Cincinnati report calls for:

- Aligning workforce development resources, goals and strategies; and
- Addressing both supply and demand functions of the pipeline

Among the recommendations were those centered on how the city leverages transportation and infrastructure investments to better connect people to existing and new jobs. To address this, the report calls for:

- Establishment of the streetcar system;
- Connecting Uptown to I-71;
- Consideration of transportation and infrastructure initiatives in the context of a regional system with guiding principles; and
- Improvements should be executed through an implementation body that has an official role for the City.

Recommendations for strengthening our economic delivery systems include:

- Creating an Opportunity Advisory Council to review city processes and regulations
- Creating a Marketing and Communications Program to promote efforts to improve City, the vitality and vibrancy of the urban core and its neighborhoods.
- Expanding the private sector investment through an expanded development corporation that targets six opportunity areas
- Consolidating and enhance public development

To focus on the opportunities for economic growth in specific geographic areas and on specific industry clusters that can serve as economic drivers for the entire city, the report suggests that the city:

- Focus economic development initiatives and investment in the three existing economic opportunity areas of Downtown, Uptown and Over the Rhine and add three new areas at the Seymour/Reading Road Corridor, Queensgate/South Mill Creek Corridor and Madison Road Corridor
- Capture a greater share of projected new job creation by targeting business attraction, retention and workforce development on nine business and industry sectors:

Life Sciences	Chemical Manufacturing	Professional/Technical Services
Aerospace	Advanced Manufacturing	Management of Companies
Hospitals	Insurance & Banking	Educational Services
- Focus residential development on attracting Young Professionals, Entry-level Professionals and Empty Nesters/Never Nesters